



Benefits of Tealeaf CX on Cloud

- Increase revenue by eliminating obstacles to conversion
 - Reduce customer churn with a streamlined experience
 - Decrease IT costs with swift issue identification and resolution
 - Minimize customer complaints via call center and email
 - Achieve rapid time to value and minimize IT overhead with SaaS delivery
-

IBM Tealeaf Customer Experience on Cloud

A SaaS-based solution to analyze and optimize the web and mobile customer experience

Introduction

Digital channels are tremendous revenue engines for B2C and B2B companies. Yet they're also the culprit behind revenue leakage when customers click away after encountering problems with transactions, navigation, browser incompatibility, promotion codes, customer service and more.

To make the most of the e-commerce channel, it's essential that your business have on-demand visibility into problems that customers experience with websites and mobile apps. It's not enough to simply quantify high drop-offs in form submission or shopping cart checkout. With capabilities for qualitative analysis, you can rapidly pinpoint the "why" behind customer problems before serious damage is done to revenue and customer satisfaction.

IBM® Tealeaf® Customer Experience solutions give your business the visibility, insight and answers needed to consistently deliver a seamless and rewarding web and mobile experience. IBM Tealeaf uniquely captures all data behind each interaction to enable you to uncover potential negative trends and discover the sources of struggles.

IBM Tealeaf Customer Experience on Cloud introduces a software-as-a-service (SaaS) option to the IBM suite of Tealeaf customer experience management solutions. As a multi-tenant SaaS solution, IBM Tealeaf Customer Experience on Cloud lets you avoid the higher capital costs of an on-premises implementation while leveraging a next generation IBM Tealeaf user interface and features.

A key component in the IBM Customer Analytics platform, the Tealeaf SaaS offering can be rapidly implemented to enable you to accelerate time to value while reducing ongoing IT infrastructure and maintenance costs. Automated updates to the solution mean that your IT team doesn't need to invest time in upgrading to a new version of on-premises software.



IBM Tealeaf Customer Experience (CX) on Cloud equips your team with analysis on priority issues as well as ad hoc exploratory analytics to detect subtle changes in the customer experience that might otherwise go undetected. With capabilities to ensure quality and customer uptake as your team modifies and enhances the website and mobile apps, IBM Tealeaf Customer Experience on Cloud provides a complete solution to continuously analyze and optimize the online customer experience.

The value of customer experience management

Customers take a good website or mobile app for granted, but e-commerce teams know how much effort and attention to detail are required to deliver a site that meets rising shopper expectations for a consistent and relevant experience. With a high workload and a breakneck development pace, e-commerce teams are hard pressed to identify, prioritize and fix problems as they emerge.

As a result, problems can go undetected or unaddressed for weeks on end, even as the company leaks revenue and prompts customers to visit a competing site. Recognizing the risk that website problems pose to overall business performance, leading companies proactively optimize the online customer experience with IBM Tealeaf CX solutions.

Like the on-premises version of the IBM Tealeaf CX platform, IBM Tealeaf CX on Cloud captures each customer interaction with your website—what customers are doing and seeing on each page, across an entire visitor session. Customer interaction data is indexed and processed to deliver breakthrough insights into your customers' online experience.

IBM Tealeaf CX on Cloud uses real-time data capture and a real-time event engine to give e-commerce professionals new visibility and control over the customer experience.

Real-time data capture

IBM Tealeaf CX on Cloud provides a real-time method to capture what each customer is doing and seeing on each page, across a visitor session. Using IBM's UI Capture Software Development Kit (SDK), you can extend the solution for enhanced capture and replay of interactions within Rich Internet Applications (RIAs) and mobile devices (iOS and Android) for functions that are completely executed in the browser and mobile apps. The UI Capture SDK also provides ability to capture client-side error messages and end-to-end response time as experienced by the end user.

The UI Capture SDK also lets you capture client-side error messages such as JavaScript extensions that occur at the browser level, measure end-to-end response time and correlate in-page actions (e.g., last form field interacted with) with customer behavior to generate in-page usability key performance indicators (KPIs). For non-RIAs, you can capture user interactions within a page, such as form field interactions, scrolling and mouse movements to report on user behavior with a form.

The UI Capture SDK also provides high-fidelity replay of user interactions that's more detailed than replay of JavaScript-intensive web pages without the SDK, and gives you enhanced reporting capabilities to review client-side performance by render times, broken images, JavaScript alerts and more.

Real-time event engine

The event engine analyzes captured data in real time against user-defined rules to provide insight into customer struggles, business process health, customer gestures, application errors and performance problems. Using Event Manager, event rules can be defined against the occurrence or absence of simple page-level conditions or complex stateful conditions based on multiple actions in the session, including time and thresholds.

IBM Tealeaf CX on Cloud delivers advanced pattern recognition of both business and technical events. Examples of business events include:

- *Business process*: Each step in a business process, or a customer completing or not completing a multi-step business process.
- *Customer struggle*: A customer going through the checkout process multiple times, repeatedly trying to complete the billing information page, or going to help multiple times.
- *Product, feature and service tracking*: A product, feature or service selected by a customer.

Examples of technical events include:

- *Application error*: An error exception message (e.g., Java exception) or global error page.
- *Application response*: Pages taking longer than 10 seconds to load.

Events do not require application code changes or programming skills to create and maintain. To help you get started quickly, Tealeaf CX on Cloud includes a set of out-of-the-box events.

Key features in IBM Tealeaf CX on Cloud

Key features in IBM Tealeaf CX on Cloud include Event Manager, Report Builder, Workspace, Session List, Session Timeline, Session Search, and Session Replay.

Event Manager

Event Manager is a user-friendly tool in which you can manage all Tealeaf events. Events are used for segmentation analysis by specific behavior and to monitor the health of your site. By monitoring the different KPIs and measurements, you can identify issues that prevent customers from completing their transactions and achieving their intended goals.

The solution includes a set of standard events that enable you to be productive from day one. Additional custom events can be easily created within Event Manager to isolate reporting against a variety of KPIs and measurements, such as variables specific to mobile usage and customers who used an invalid promo code.

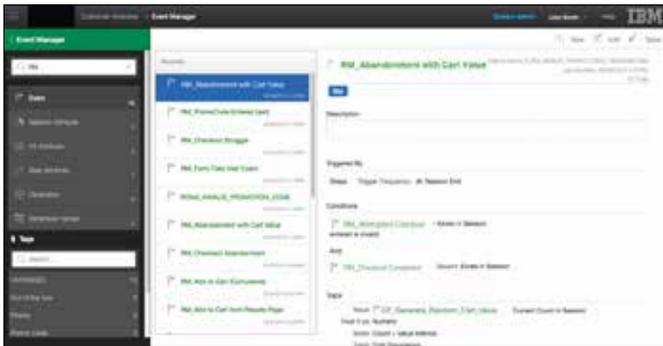


Figure 1. Event Manager lets you manage all events and conduct segmentation analysis.

Report Builder

With custom widgets to monitor report data, you can stay on top of trends, struggles and negative customer experiences. IBM Tealeaf Customer Experience on Cloud provides the ability for you to drill into report data to quantify characteristics of specific sessions. How many customers have abandoned in each hour? Where is the highest abandonment rate? What is the quantifiable business impact?



Figure 2. Create reports to track important KPIs with Report Builder.

Workspace

Workspaces provide a convenient place to organize all relevant reports that track the KPIs most important to the business. Workspace can be customized to the needs of individual users.

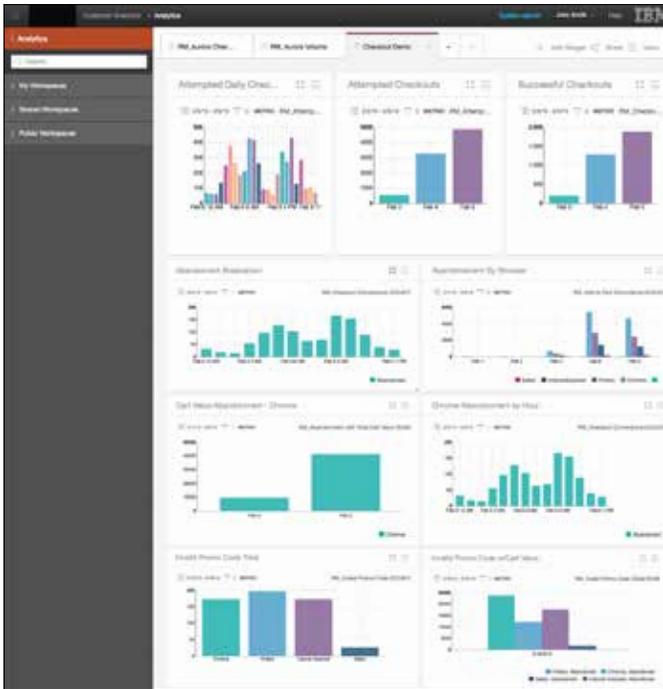


Figure 3. Workspaces provide a customizable and convenient location for important reports into which users can drill down for details.

Session List

Session List offers a high-level view of a particular segment of sessions when drilling down from Workspace. The viewable columns can be customized so that the relevant session information can be reviewed at a glance. Users can sort on any column, as well as export the Session List into a number of common file formats. Also, you can drill down into a single session to analyze details of a customer interaction.



Figure 4. Session List provides an at-a-glance view into user-defined session segments.

Session Timeline

Session Timeline enables you to see session details, what events occurred and when. At a glance, you see from beginning to end each interaction with a customer and find the root cause of an issue and why they abandoned. You have the ability to search across sessions based on defined event triggers. In addition, session search and quick view enable you to perform ad hoc searches on active and complete sessions and drill into content of a single session via the quick view.

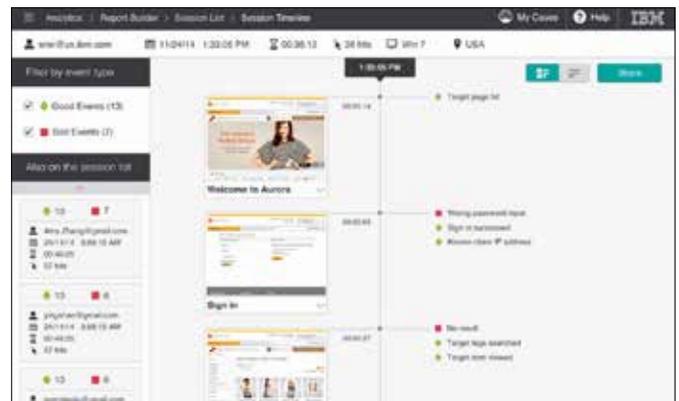


Figure 5. Session Timeline provides at-a-glance visibility into each customer interaction.

At a glance, John sees a 12 percent rate for successful checkouts, a low number that's well off the 35 percent or so that he expects. With a few simple clicks, John takes a closer look at the problem among customers using the Chrome browser over recent hour-long time periods. He finds a high number of sessions with “customer struggle”—when a user tries to repeat a step two or three times without success.



Figure 9. Tealeaf summarizes cart abandonment by hour by browser types.

To explore more deeply, John uses Tealeaf CX on Cloud to replay the sequences of interactions of a particular Chrome user who abandoned a cart. As Tealeaf lets him examine each user action, John finds that the customer entered “saveten” as a promotional code to claim a discount during checkout. However, the shopper received an error message indicating an invalid code. She tried again with “save10,” but received a second error message. She clicked through to a Help page and then abandoned her session.

With a bit of research, John learns that the email marketing team had offered customers a discount with the promotional code “saveten,” but the e-commerce team had the term “save10%” set up on the website. After alerting stakeholders to correct the problem, he uses Tealeaf CX on Cloud to assess the impact.

John builds a report that shows all invalid promo code errors by browser, and a report calculating the value of goods in carts that were abandoned by shoppers experiencing the problem.

Because Tealeaf captures the contact information of each user, John can run a remarketing campaign to affected shoppers to apologize for the mistake and invite them to complete their transactions. In less than a half-hour, John has:

- Identified an area of significant customer struggle
- Pinpointed the root cause behind the problem
- Quantified the problem’s impact in terms of lost revenue
- Captured information to run a remarketing campaign to affected users



Figure 10. Tealeaf shows cart abandonment for various browsers among users experiencing problems with an invalid promotional code.

Why IBM?

With IBM Tealeaf Customer Experience on Cloud, you can identify possible customer issues and abnormal behavior on your site, discover root causes and quantify the business impact of lost conversions. With this insight you can prioritize IT resources to address the struggles and improve conversion and adoption rate of your web and mobile channels.

IBM Tealeaf Customer Experience on Cloud is an integral part of the portfolio of IBM Tealeaf solutions, which are implemented in more than 450 companies, including 32 of the Fortune 100. In addition, the following organizations are using IBM to understand their customers and increase customer satisfaction:

- 44% of top Internet retailers
- 8 of 10 top banks in North America
- 75% of property and casualty insurance companies
- 50% of the top US airline carriers
- All major North American telecommunications companies

For more information

To learn more about IBM Tealeaf, please contact your IBM representative or IBM Business Partner, or visit

ibm.com/tealeaf



© Copyright IBM Corporation 2015

IBM Corporation
IBM Commerce
Route 100
Somers, NY 10589

Produced in the United States of America
May 2015

IBM, the IBM logo, ibm.com and Tealeaf are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.



Please Recycle